

Krishan Arora

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Professional Summary

Results-driven Chief Executive Officer skilled at proactively managing all aspects of business operations and business development. Effective leader that has built and scaled a business with millions in EBIDTA and completed an 8 figure M&A process. Recipient of 'Fastest Growing Companies in S. Florida' award (2021 & 2022). Responsible as CEO for unparalleled growth in business revenue with 200-300% YoY Growth for 7 years consecutively. Accomplished Board Member with an Economics degree from Harvard University, capable of identifying new opportunities and sustaining extraordinary business growth. Adept in cultivating strong relationships with C-level Executives and Investors, resulting in measurable impact.

Experience

❖ The Arora Project – Founder & CEO: 08/2015 – 01/2023 (Acquired by Republic.com)

- Started, founded & exited the premier fundraising media agency recognized worldwide
- Raised & deployed over \$125,000,000+ in capital for high growth companies globally
- Managed over 100 employees & built a culture that fostered accountability & growth
- Created hyper effective workflows and team structures that led to rapid scaling & progress
- Rang the opening bell of the Nasdaq in collaboration with an electric vehicle SPAC client
- Raised capital from well renowned VCs and returned 2X invested capital to investors

❖ Forbes: Agency Council Thought Leader & Contributor: 03/2019 – Current

- Accepted invitation at Forbes Agency Council for top media executives and entrepreneurs
- Published 25+ thought leadership articles on Forbes.com on entrepreneurship & fundraising
- Continuously publishing new articles & syndicating articles across many reputable channels

❖ Caribu: Board Member, Board of Advisors: 07/2018 – 11/2022 (Acquired by Mattel.com)

- Developed initial customer acquisition funnel & managed the initial media campaign
- Assisted the founding team in developing multiple scaling & growth strategies
- Provided specific data dashboards & KPIs to CEO to share with investors to fundraise

❖ **Splitzee: Chief Marketing Officer: 05/2013 - 07/2015**

- Launched & scaled fintech app Splitzee to over 25,000+ active users & participants
- Built several data-driven decision-making processes to facilitate consistent growth
- Managed investor relations, lead investor pitches & created investment documents

❖ **TEDx Events: Organizer and Founding Team Member: 1/2010 - 1/2013**

- Operations Coordinator for 2011 TEDx Cambridge held at Harvard University
- Lead Stage Manager for 2012 TEDx Somerville held at the Somerville Armory
- Advised and organized multiple other TEDx & Harvard University Leadership Events

❖ **Education:** Harvard University: Bachelor of Liberal Arts: 2013: Concentration in Economics

- President of Student Association (2 terms), GPA 3.9 /4.0, Graduated Top 5 in class
- Relevant Coursework: Corporate Strategy courses at Harvard Business School, Business Management, Macroeconomic Theory, Ethics, Global Supply Chain and Logistics
- Chair, Harvard Leadership Conference and Board Member, Harvard Graduate Council

➤ **Professional Skills & Accomplishments:**

- Single handedly managing & completing an 8-figure acquisition process
- Risk management & Risk Assessment of new verticals & business lines
- Hiring & building a team of over 100 employees across 3 countries
- Managing multiple PNLs effectively & reporting to board members
- Ensuring consistent revenue growth year over year for multiple years
- Creating effective market penetration strategies for 65+ portfolio companies
- Guiding over 25 CEO's on scaling their ventures & served as Board Advisor
- Nurturing C-Level Client Relations & monetizing key partnerships
- Overseeing several Due Diligence and Mergers & Acquisition Processes
- Successfully fundraising & deploying over \$125,000,000 in capital
- Post-acquisition, returning 200-300% ROI to shareholders & investors